Report on NAEB TV Management
Consultation Service
(M. S. Novik)
From Inception to May 1, 1955

The following station-by-station report indicates the status of the general management-labor relations problem in educational TV, as reported by Mr. Novik, together with the role he has played in each area.

"San Francisco - Station KQED

Had long meeting with Jim Day on one of my trips last year. Know his problem. Discussed with the head of the San Francisco Labor Council the problems of the Station, the potential of the Station, and the need for extending cooperation to the Station management. Advised Jim of the interest of labor and recommended that he cooperate more closely with it. Neil Haggerty, Secretary of the California Federation of Labor is a member of the board of the Station. I met with him in September and discussed the needs of the Station.

"Houston - Station KUHT

Since my last visit with John Schwarzwalder, I have had some correspondence with him about specific problems and helped him get trade publicity in connection with his engineer's training course. I think I have been of some help in trying to get him closer to truly educational television, the Center, and the NAEB.

"St. Louis - Station KETC

I have not been to St. Louis since we cleared up the engineers' situation. At that time, I had extensive phone conversations and correspondence with Goggin. Have talked on the phone with Messers. Quigley and Storck. Had one long conversation about the engineering problem. I assured them that I was willing to be of help should the occasion arise. This is one area where a great deal more should be done in tying up the large and very effective labor organizations to help build an audience for the Station. The President of the local CIO group, who has been elected to the Board of Education, is now a member of the Board of the Station.

"Madison - Station WHA

The extent of my contact with the Station has only been in the area of lining up labor support in the struggle the Station had in connection with the November referendum. H. B. McCarty is working closely with and getting full support of all of labor in the recent attempt on the part of some legislators to put through some harmful legislation.

"Ames - Station WOI-TV

As yet, there has never been any need of my helping the Station in any of its labor or management problems. Dick Hull has done a mighty good job and has been able to handle his own affairs. However, we are in close contact with each other via phone and mail.

"Pittsburgh - Station WQED

Haven't been to Pittsburgh since my first visit, but have talked on the phone with Bill Wood. There haven't been any labor problems. I will be glad to help in stimulating interest among labor. However, the station has the two top labor people of the community on their Board of Directors. I know that an effort is being made by them to help the Station.

"Cincinnati - WCET-TV

I have not been called upon for any help. I hope that the Station is in touch with the many top labor people and labor organizations in their community.

"Birmingham - Station WEDM - TV

Haven't been called upon to be of any help. I am sure that Rudy Bretz will be calling upon some of the labor people to help stimulate audience and community support. I will gladly assist in this connection when they want it.

"Cambridge - Station WGBH-TV

Haven't been called upon for any specific help. At the end of last year and a few weeks ago, I discussed the problem at considerable length with Parker Wheatley. Parker is aware of the interest of labor and has had a good working relationship with some of the labor groups in the operation of the FM Station. I have urged upon him the need to utilize the many organizations and labor channels for audience promotion.

"Chicago - Station WTTW - TV

Have had one meeting and numerous telephone conversations, and more recently have had discussions with Taylor and the IBEW. I think I helped bring about a closer understanding, which will afford a better relationship. It seems to me, as I have told them, that no time should be lost in getting the key labor people and organized labor channels involved in helping to promote the Station...especially to develop its audience.

"Detroit - Station WTVS

Haven't been called upon for any special help except planning, but understand that sometime in the near future, a meeting will be set up. I understand they are anxious that I come in to help with some of the local groups in developing a better community support.

"Norman - Station KETA

Haven't been called upon for any special help, except that I have had correspondence with John Dunn about his general problems and he knows that he can count on my help."

Briefly supplementing Mr. Novik's report with regard to other areas:

Chapel Hill - Station WUNC-TV

No troubles and no labor involvement, so far. An area in which the problem is yet to come. Meanwhile Mr. Schennkkan has been fearful lest what we do nationally would cause a problem to him. We hope our handling (i.e. Mr. Novik's) of the problem to date has reassured him, since though we have sought to get favor and preferences on a station-by-station basis for education, no "national pattern" has been imposed.

There have been no calls from KOMU-TV (Columbia, Missouri) WKAR-TV (East Lansing), KUON-TV (Nebraska), WOSU-TV (Ohio State) or WILL-TV (Illinois). It is expected that Mr. Novik's services will be little needed in State-University-based locations, the need being greatest in community-station areas.

So far we feel that the service has been definitely justified. Besides the station-by-station guidance above, Mr. Novik has provided excellent inspirational and factual help and guidance to the programs of the TV Production Workshop and the NAEB Region I Conference, particularly.

H. J. Skornia
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